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1. A method for creating, transmitting, extracting and storing at a predetermined location on an end user's computer, a browser independent reaccessible end user profile at least when an end user first logs onto a website offering desired downloadable data and downloads data therefrom, the method comprising the steps of:

determining if a profile for the end user exists on the website server and if not;

polling the end user and obtaining input desired for creating the profile on the server;

creating the profile;

embedding a copy of the profile into an action tag pointing to a download package through a data filter on the server;

generating a download package comprising the desired data and a profile extraction program;

generating an HTML page including the action tag for actuation by the user for downloading selected data;

upon execution of the action tag by the user beginning operation of the data filter to transfer the user profile from the tag into the download package and downloading the package;

upon opening of the package running the extraction program to extract the profile from the download package and saving the profile to a predetermined file location on the end user's computer.

2. The method of claim 1 wherein the data filter is an active filter.

3. The method of claim 1 wherein the profile is downloaded into the registry of the end user's operating system.

5 4. The method of claim 1 wherein the profile copy is linked to the package being downloaded upon actuation of a download button provided on the interactive HTML page.

10 *Al cent* 5. The method of claim 1 wherein the website server determines if an end user profile exists thereon and upon finding same accesses and reuses the information.

6. The method of claim 1 wherein the website server determines if a user profile exists thereon and upon finding none, begins a process of creating one.

15 7. The method of claim 1 wherein transfer of the user profile to the user's computer is invisible to the user.

20 8. The method of claim 1 wherein extraction of the user profile and application installation are simultaneous and performed seamlessly.

9. The method of claim 1 wherein extraction of the profile is invisible to the user.

10. The method of claim 1 wherein placement of the extracted profile at the predetermined generic location on the user's computer is invisible to the user.

25 11. The method of claim 1 wherein the predetermined generic location is the registry of computer's operating system.

12. The method of claim 2 wherein the active filter comprises

a program.

13. An end user profile created by the method of claim 1.

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14. A computer executed process for creating, transmitting, extracting and storing at a predetermined location on an end user's computer, a browser independent reaccessible end user profile at least when an end user first logs onto a website offering desired downloadable data and downloads data therefrom, the process comprising the steps of:

determining if a profile for the end user exists on the website server and if not;

polling the end user and obtaining input desired for creating the profile on the server;

creating the profile;

embedding a copy of the profile into an action tag pointing to a download package through a data filter on the server;

generating a download package comprising the desired data and a profile extraction program;

generating an HTML page including the action tag for actuation by the user for downloading selected data;

upon execution of the action tag by the user beginning operation of the data filter to transfer the user profile from the tag into the download package and downloading the package;

upon opening of the package running the extraction program to extract the profile from the download package and saving the profile to a predetermined file location on the end user's computer.

15. An end user profile created by the method of claim 14.

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16. Computer executable software process code for creating,
transmitting, extracting and storing at a predetermined location on
an end user's computer, a browser independent reaccessible end user
5 profile at least when an end user first logs onto a website
offering desired downloadable data and downloads data therefrom,
the code comprising:

code for determining if a profile for the end user exists
on the website server;

10 code for polling the end user and obtaining input desired
for creating the profile on the server;

code for creating the profile;

code for embedding a copy of the profile into an action
tag pointing to a download package through a data filter on the
15 server;

code for generating a download package comprising the
desired data and a profile extraction program;

code for generating an HTML page including the action tag
for actuation by the user for downloading selected data;

20 upon execution of the action tag by the user, code for
beginning operation of the data filter to transfer the user profile
from the tag into the download package and downloading the package;

upon opening of the package, code for running the
extraction program to extract the profile from the download package
25 and saving the profile to a predetermined file location on the end
user's computer.